

FIG.1

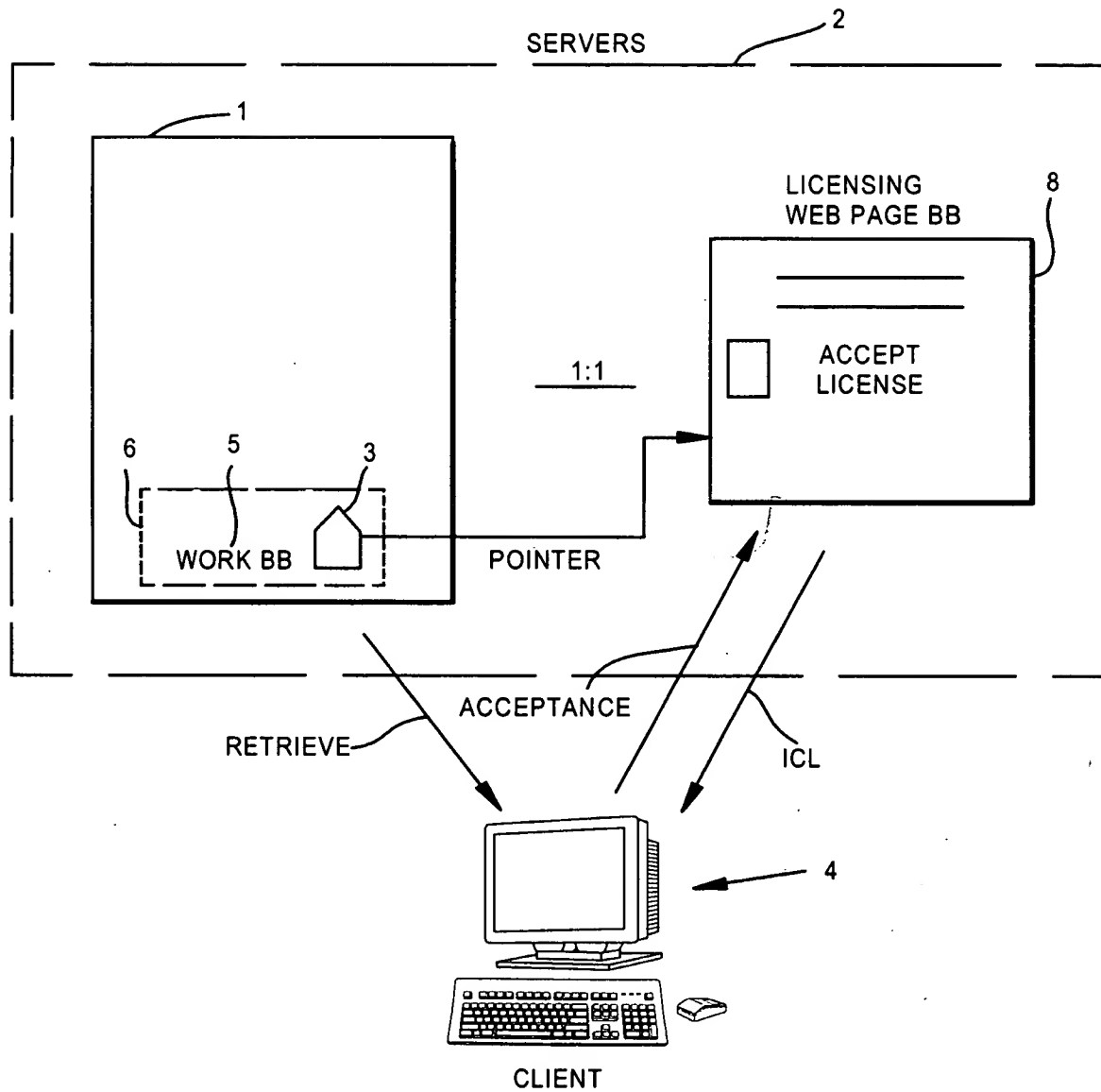


FIG.2

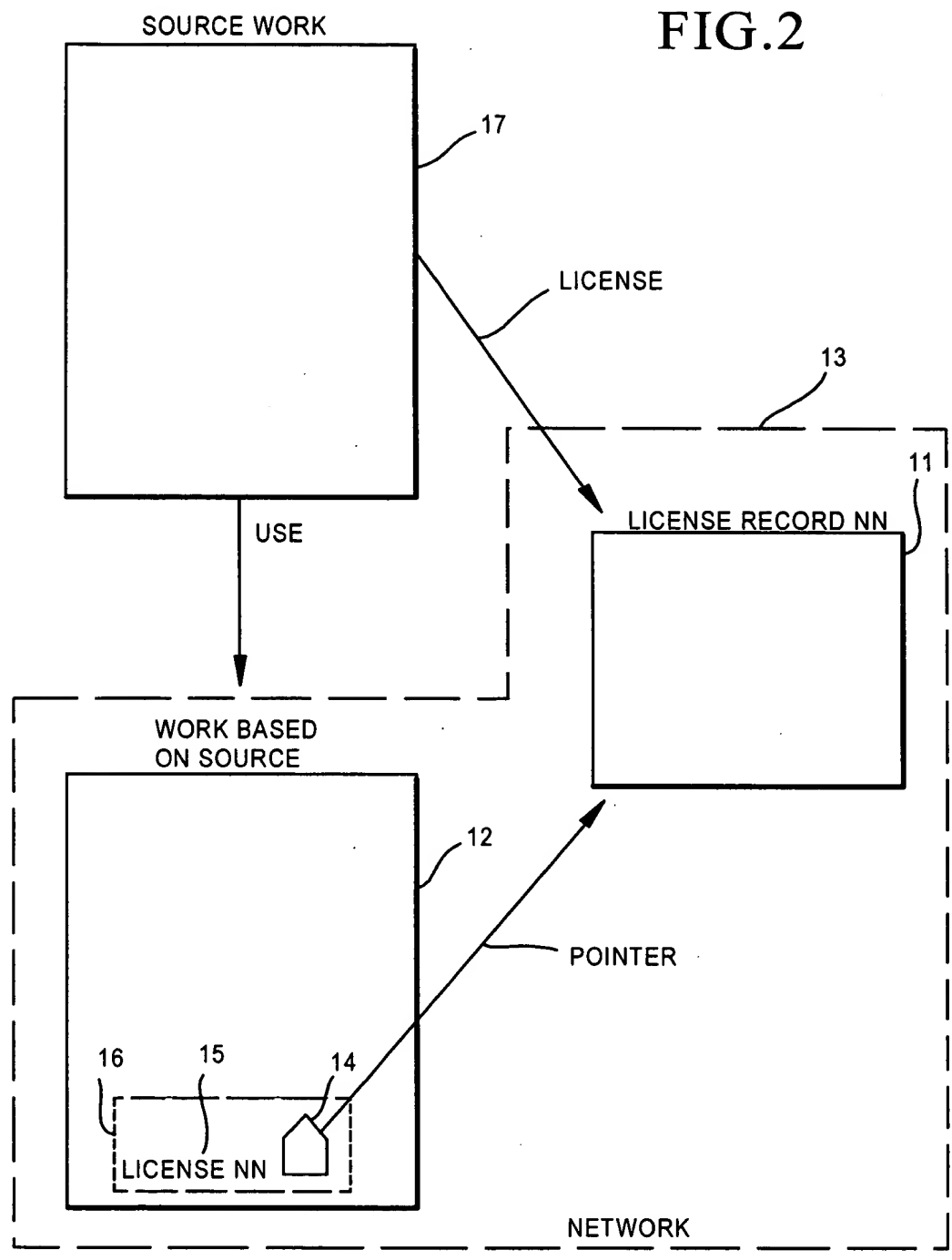
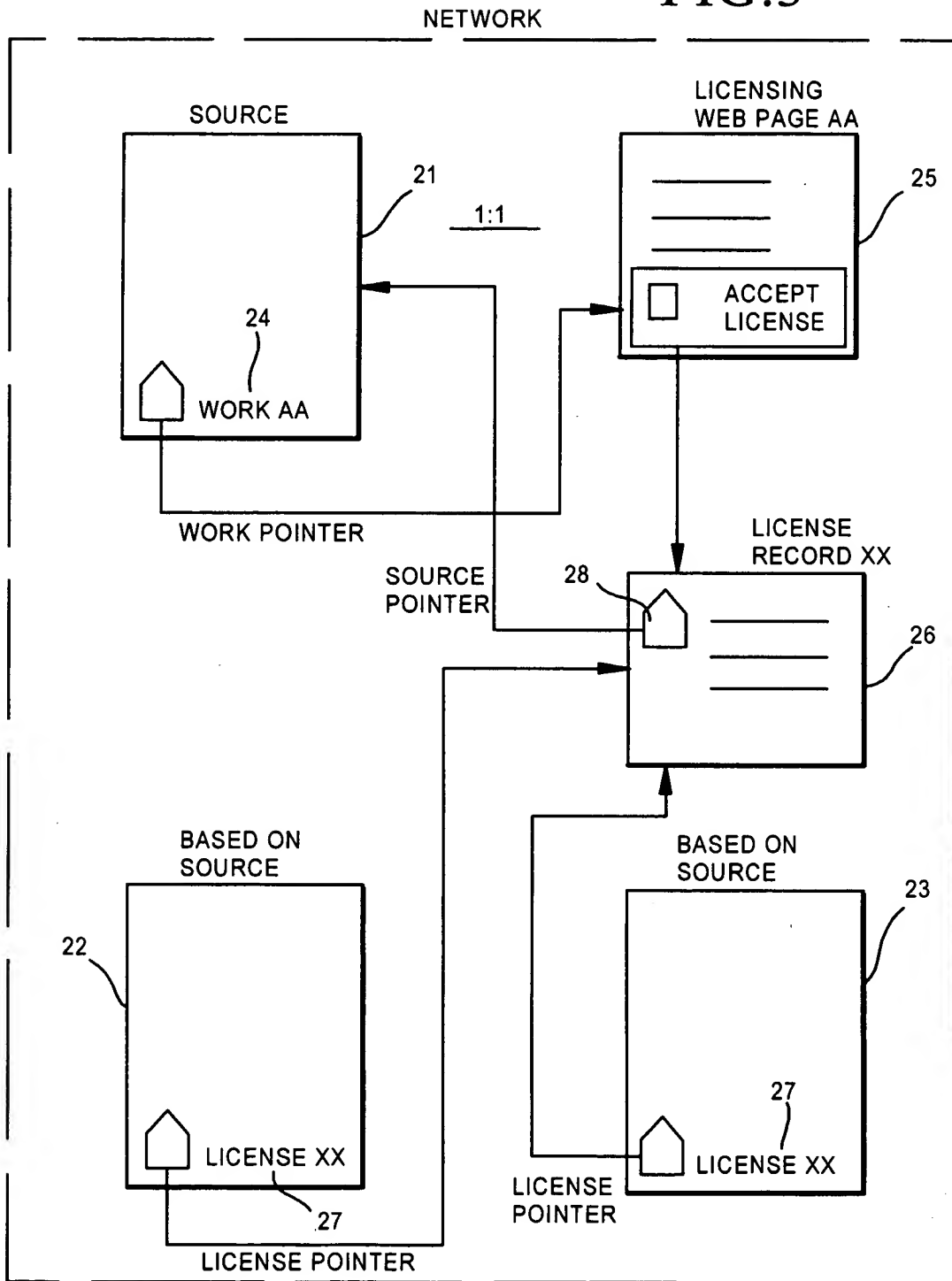


FIG.3



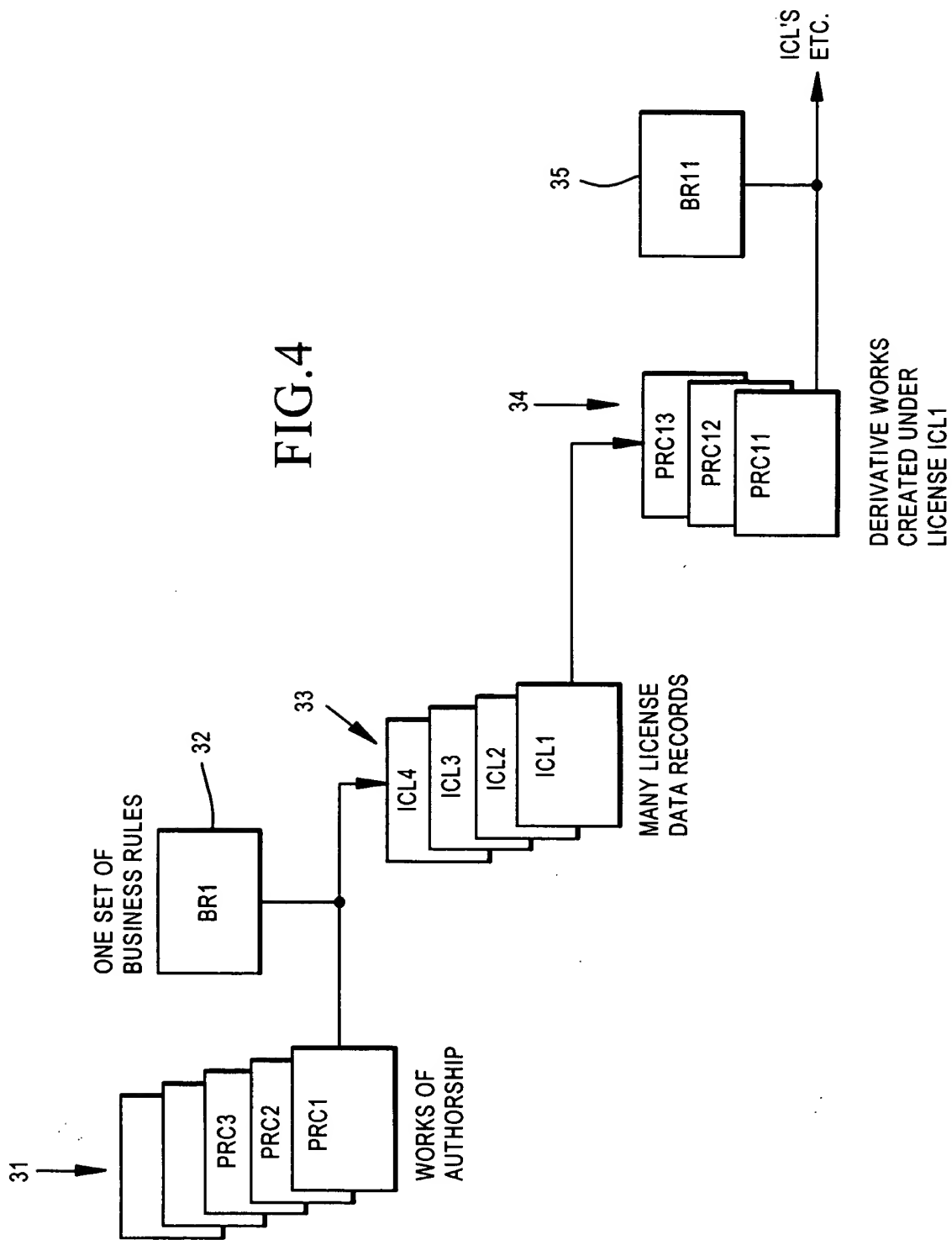


FIG.5

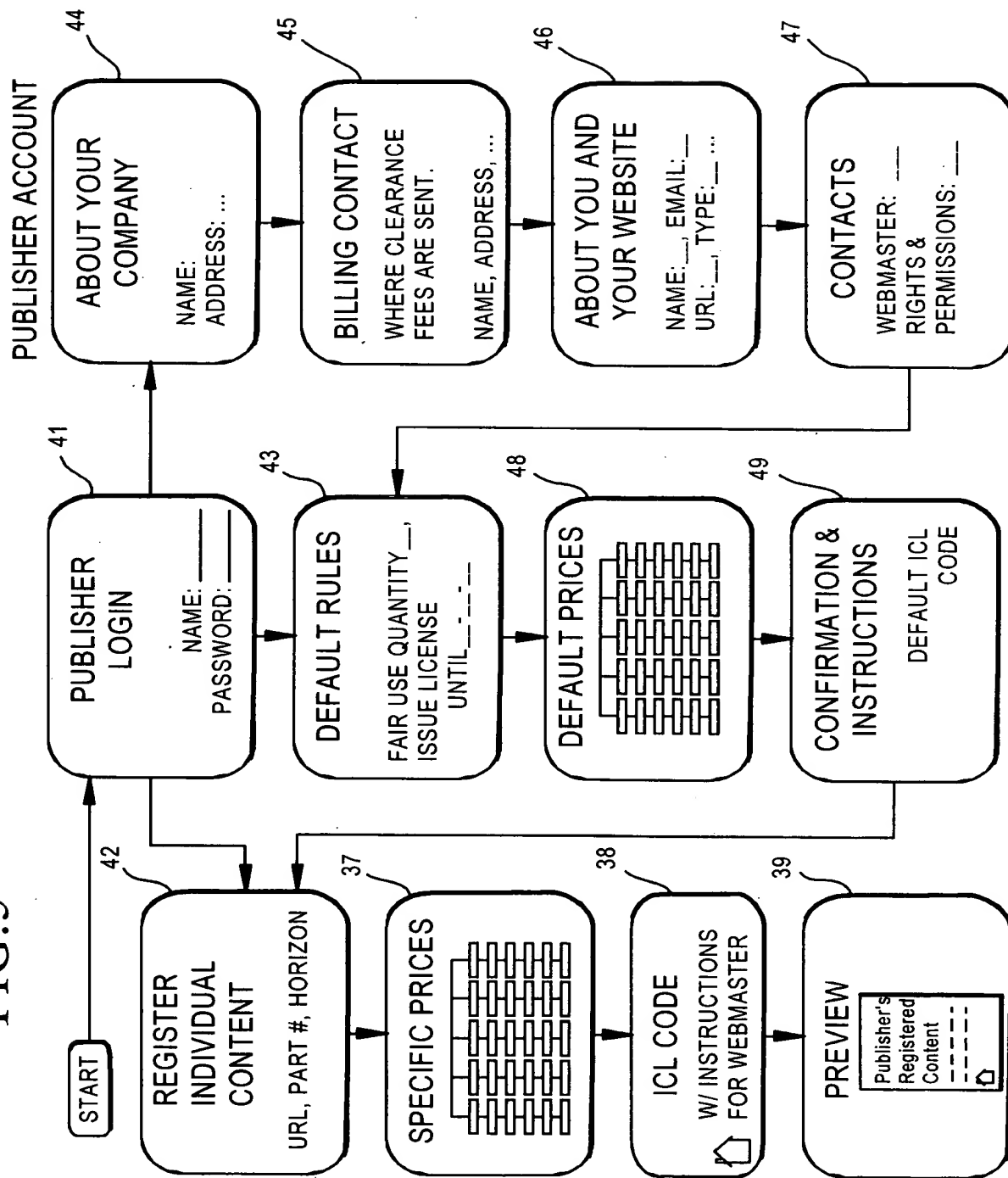


FIG. 6

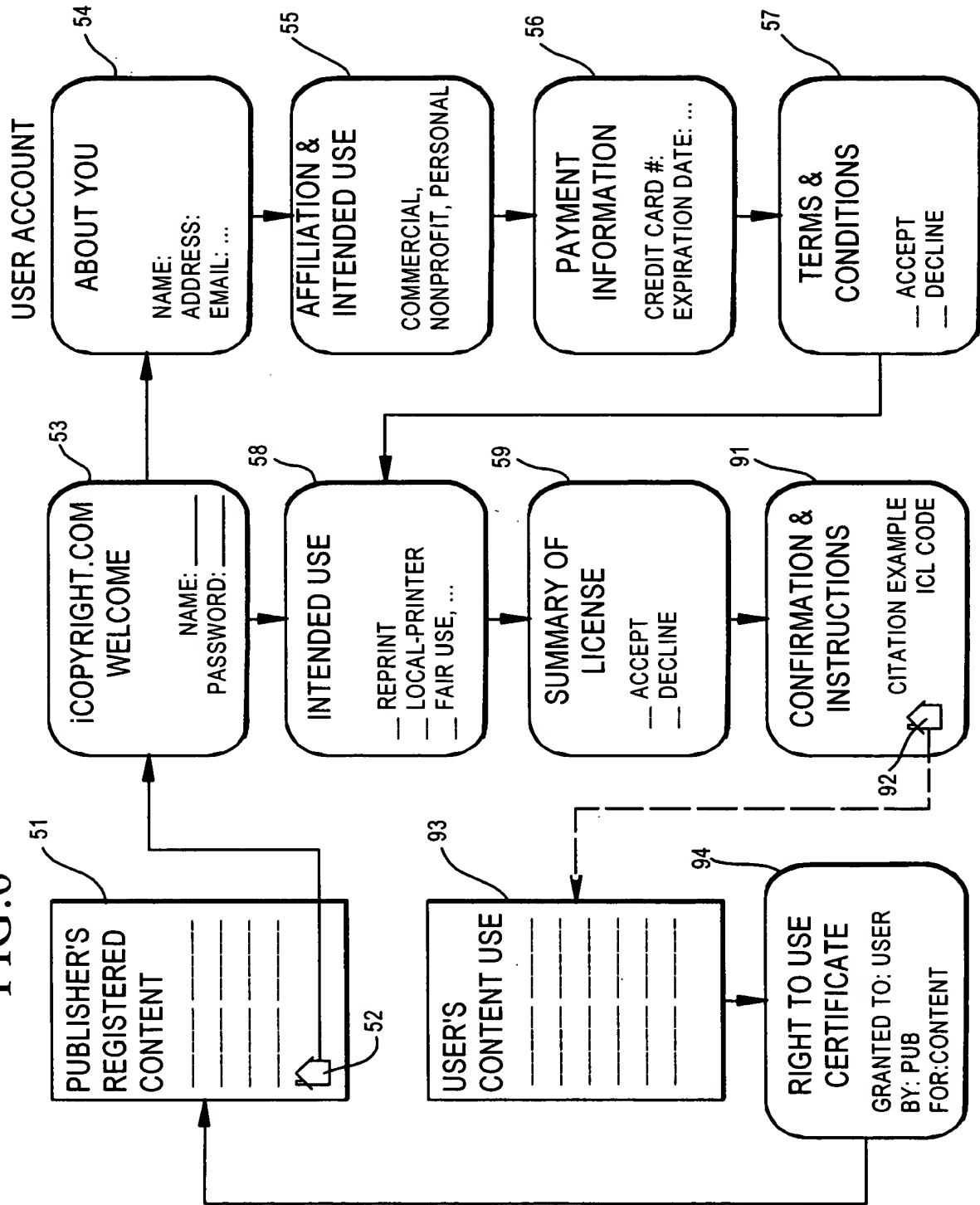


FIG. 7

The screenshot shows a web browser window with a title bar containing standard icons. The website layout includes a top navigation bar with a home icon and the text "iCOPYRIGHT.COM". Below this is a secondary navigation bar with links: HOME, SERVICES, ACCOUNT, SEARCH, SUPPORT, ABOUT, and HELP. A search bar with a magnifying glass icon and the number 104 is located to the right of the HELP link. The main content area is divided into three sections: "CONTENT: 'WHAT'S IN A NAME ? BRANDING YOUR COMPANY PRODUCT, OR SERVICES.'", "OWNER: © 1998 MICHAEL O'DONNELL", and "PUBLISHER: STARTUPBIZ.COM". A bracket labeled 102 groups the content and owner information. To the right of this is a "REVIEW TERMS OF USE" section with a "SELECT" dropdown menu and a "GO" button labeled 105. Below the "REVIEW TERMS OF USE" section is a "LIST OF AVAILABLE CLEARANCES" section with a "SELECT" dropdown menu and a "GO" button. The dropdown menu is open, showing a list of options: COMMERCIAL, NON-PROFIT, ACADEMIC, GOVERNMENT, and PERSONAL. An arrow labeled 103 points to the "COMMERCIAL" option. To the right of the "LIST OF AVAILABLE CLEARANCES" section is an "OBTAIN CLEARANCE NOW" section with a "SELECT" dropdown menu and a "GO" button labeled 106. The entire page is labeled with the number 101.

101

iCOPYRIGHT.COM

HOME SERVICES ACCOUNT

SEARCH SUPPORT ABOUT

HELP

104

CONTENT: "WHAT'S IN A NAME ? BRANDING YOUR COMPANY PRODUCT, OR SERVICES."

OWNER: © 1998 MICHAEL O'DONNELL

PUBLISHER: STARTUPBIZ.COM

102

REVIEW TERMS OF USE

SELECT

GO 105

LIST OF AVAILABLE CLEARANCES

SELECT

SELECT

COMMERCIAL

NON-PROFIT

ACADEMIC

GOVERNMENT

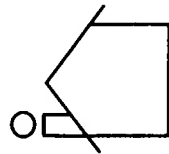
PERSONAL

103

OBTAIN CLEARANCE NOW

SELECT

GO 106



iCOPYRIGHT.COM

You have selected the following copyrighted material:

"What's In A Name ? Branding Your Company, Product, or Service"

Immediate Clearance Available

- ☐ Clearance to print multiple copies on a Local Printer or Copy Machine.
- ☐ Order Professional Reprints from a high-quality printer.
- ☐ Clearance to E-mail the contents to others.
- ☐ Clearance to Re-Use the copyrighted material in a print publication, a web site, or in other media.
- ☐ Other request or inquiry about this copyrighted material.
- ☒ Permission to quote the material under Fair use Guidelines.

Copy and paste the exact citation into the box below.

One of the most important business decisions you will ever make is what to name your company, its products and services. Studies show that as much as 75% of all consumer purchases are made because of a name, or more specifically, a brand. A successful brand can fetch a 20% to 30% premium in the marketplace. It can

Word count 101

112

111

Submit Clearance Request

FIG.8

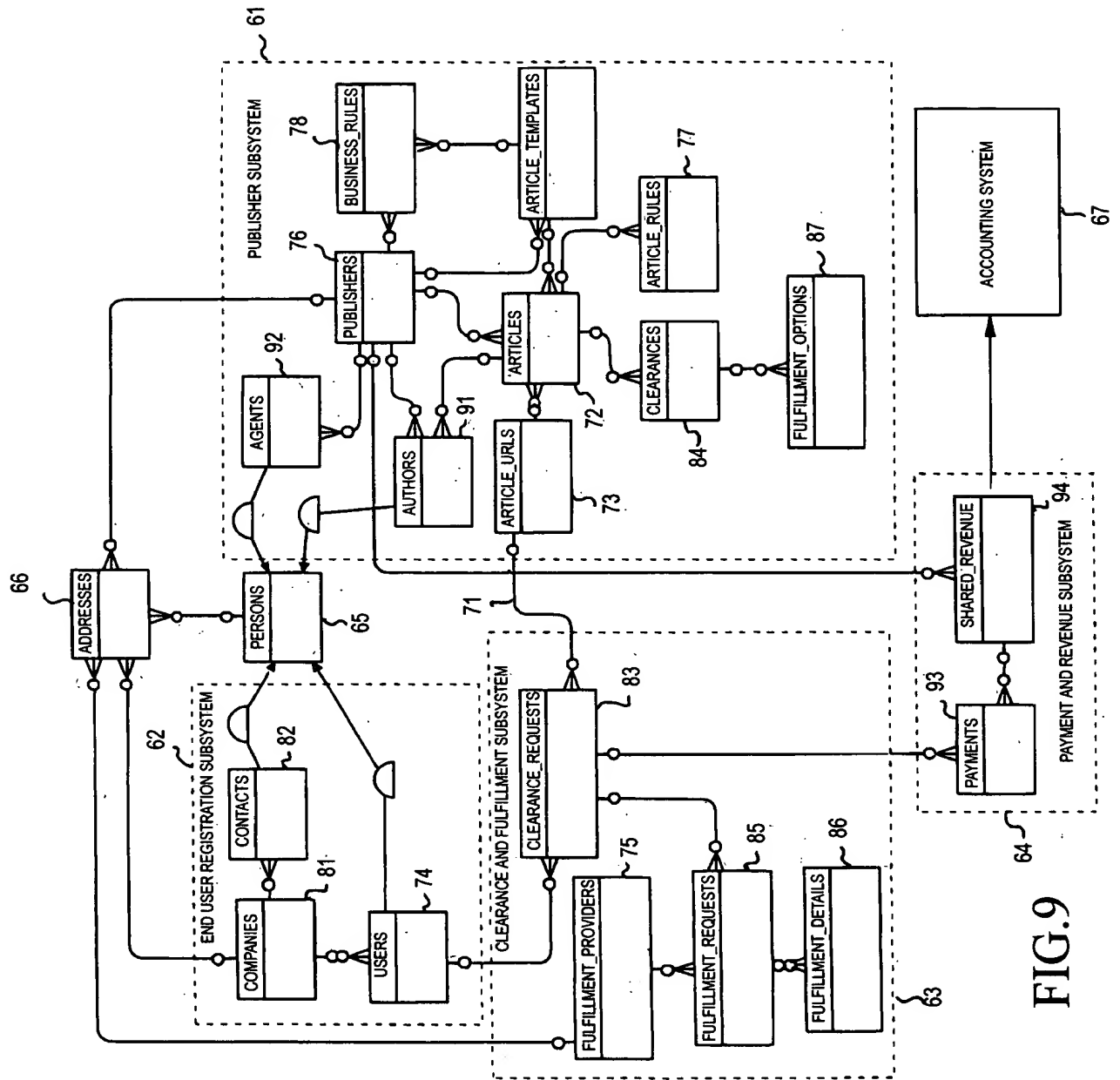


FIG. 9